

Part one : Reading (15pts)

A) Comprehension (8pts)

1. a) T b) T c) F d) T (0.75 x 4)

2. (1 x 3)

a) Ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer.

b) Advertisers augment their sales by presenting a well decorated and colourful ad and by claiming that their product is the best, having unique qualities than the competitor, more cost effective, and more beneficial.

c) No, they don't.

3. (0.5 x 3)

which----- Ethics

They----- advertisers

Who----- consumer

4 The text is...b) expository (0.5 pt)

B) Text Exploration (7 points)

1. (0.5 x 2)

advantages = benefits

Raise = increase

2. (0.25 x 6)

Verb	Noun	adjective
To communicate		communicative
	Government/ governor	governing
To effect	Effect	

3. (0.5 x 3)

1.b) I wish advertisers would follow ethical norms and principles soon.

2.b) He said that there were many benefits of advertising.

3.b) Knowledge of ethical norms is lacked by advertisers.

4. (0.25 x 4)

ethics – communication – convince – product

5. (0.5 x 4)

1	2	3	4
d	B	a	C

Part two: Written Expression (5 points)

Topic one: Form: (3 pts)

Content: (2.5

Topic two: form: (2.5)

Content (2.5)

Topic Two

Part one : Reading (15pts)

A) Comprehension (8pts)

1. b- a website (0,5 pts)
2. 1 -b 2-a 3-c (2,25 pts = 0,75 × 3)
3. 3 pts
 - a-Diwata 1 is a Filipino microsatellite project.
 - b-It will be in orbit for about 18 to 20 months.
 - c-No ,it is also used in agriculture and tourism.
- 4 -a- International Space station b- Diwata 1 c-Data (2,25 pts)

B) Text Exploration (7 points)

1. (1pts)

1	2	3	4
c	d	A	B

2. (1pts)

Prefixes	Root	Suffixes
-----	product	ive -ity
micro	satellite	-----
-----	agriculture atmospheric	al ic

3. (2pts)

- a-When will Diwata 1 be launched ?
- b-What is it used for /to ? What is its function?

4. (1 pts = 0.25 x 4)

1	2	3	4
c	d	b	a

- 5- billion - almost - tremendous - other (2pts)

Part two: Written Expression (5 points)

Topic one: Form: 3pts

Content: 2pts

Topic two: Form:2,5pts

Content: 2,5 pts